

## Season 3: CXpert Series

### Bot or Not? Humanizing Your Chatbots

#### Overview

Digital self-service channels including chatbots and Interactive Virtual Assistants (IVAs) are becoming a preferred channel for a growing number of consumers. In fact, [studies](#) show that 67%, or 2 out of every 3 customers, prefer these interactions over speaking to company representatives. As a result, companies need to understand how to optimize their chatbots to better enable self-service, deflect calls away from human agents, respond more effectively and with more emotion, and ultimately deliver an outstanding customer experience.

#### Three Use Cases Discussed On How To Improve Chatbots:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### Optimizing Chatbots Can Improve the Following KPIs:

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

#### Key Takeaways: From Insights to Action

1. Bridge the gap between what customers are asking vs. what chatbots are understanding
  - **Solution:** Collect **words** and **associated words** to feed back to the bot's logic for identifying the frequently misinterpreted intents.
  - **Results:** Decrease abandonment rate and channel switching
2. Improve self-service options
  - **Solution:** Improve or grow your help articles and landing pages where you identify customers are not getting a complete answer.
  - **Results:** increase call deflection and reduce costs
3. Increase social competencies of bots
  - **Solution:** Feed your bot's technology with the **context elements (words, associated words, customer topics, etc.) that indicate a certain skill is needed.**
    - Also **ban the bot from using unwanted expressions** and phrases detected in previous conversations.
  - **Results:** increase adoption rate of chatbot and IVA channels